



Retail Goods and Services Expenditures

Prepared by DCA

Counties: Marshall, AL

Top Tapestry Segments:		Demographic Summary		2007	2012
Southern Satellites	40.8%	Population		88,120	92,643
Salt of the Earth	13.0%	Households		34,817	36,632
Rooted Rural	9.2%	Families		24,724	25,580
Midlife Junction	6.3%	Median Age		38.7	40.2
Midland Crowd	5.5%	Median Household Income		\$37,822	\$42,172

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	60	\$1,645.70	\$57,298,437
Men's	62	\$309.22	\$10,766,016
Women's	58	\$553.05	\$19,255,565
Children's	69	\$301.66	\$10,503,027
Footwear	53	\$271.39	\$9,448,855
Watches & Jewelry	59	\$116.38	\$4,052,078
Apparel Products and Services ¹	64	\$94.00	\$3,272,896
Computer			
Computers and Hardware for Home Use	64	\$139.81	\$4,867,619
Software and Accessories for Home Use	59	\$17.67	\$615,328
Entertainment & Recreation	70	\$2,412.56	\$83,998,083
Fees and Admissions	57	\$348.56	\$12,135,916
Membership Fees for Clubs ²	59	\$93.74	\$3,263,847
Fees for Participant Sports, excl. Trips	60	\$67.42	\$2,347,268
Admission to Movie/Theatre/Opera/Ballet	54	\$80.92	\$2,817,302
Admission to Sporting Events, excl. Trips	60	\$34.31	\$1,194,409
Fees for Recreational Lessons	55	\$72.18	\$2,513,090
TV/Video/Sound Equipment	70	\$810.80	\$28,229,533
Community Antenna or Cable Television	74	\$492.19	\$17,136,470
Color Televisions	62	\$85.63	\$2,981,526
VCRs, Video Cameras, and DVD Players	70	\$27.06	\$942,174
Video Cassettes and DVDs	70	\$42.56	\$1,481,776
Video Game Hardware and Software	69	\$22.62	\$787,439
Satellite Dishes	73	\$1.13	\$39,198
Rental of Video Cassettes and DVDs	67	\$39.80	\$1,385,767
Sound Equipment ³	61	\$96.05	\$3,344,172
Rental and Repair of TV/Sound Equipment	65	\$3.76	\$131,011
Pets	80	\$352.91	\$12,287,282
Toys and Games	73	\$131.69	\$4,585,152
Recreational Vehicles and Fees ⁴	84	\$382.88	\$13,330,703
Sports/Recreation/Exercise Equipment ⁵	67	\$154.26	\$5,370,698
Photo Equipment and Supplies ⁶	68	\$92.88	\$3,233,725
Reading ⁷	65	\$138.58	\$4,825,074
Food	71	\$5,993.20	\$208,665,226
Food at Home	73	\$3,665.71	\$127,628,918
Bakery and Cereal Products	73	\$524.91	\$18,275,904
Meat, Poultry, Fish, and Eggs	74	\$979.95	\$34,119,021
Dairy Products	73	\$401.34	\$13,973,480
Fruit and Vegetables	69	\$600.53	\$20,908,562
Snacks and Other Food at Home ⁸	74	\$1,158.97	\$40,351,951
Food Away from Home	69	\$2,327.49	\$81,036,308
Alcoholic Beverages	63	\$387.94	\$13,506,930
Nonalcoholic Beverages at Home	76	\$331.48	\$11,541,176



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	49	\$729.71	\$25,406,310
Vehicle Loans	82	\$5,025.55	\$174,974,709
Health			
Nonprescription Drugs	78	\$94.57	\$3,292,678
Prescription Drugs	89	\$515.54	\$17,949,556
Eyeglasses and Contact Lenses	74	\$61.50	\$2,141,191
Home			
Mortgage Payment and Basics ⁹	63	\$5,505.57	\$191,687,394
Maintenance and Remodeling Services	64	\$1,271.53	\$44,270,940
Maintenance and Remodeling Materials ¹⁰	83	\$309.85	\$10,787,980
Utilities, Fuel, and Public Services	75	\$3,293.14	\$114,657,173
Household Furnishings and Equipment			
Household Textiles ¹¹	65	\$90.67	\$3,156,772
Furniture	62	\$401.17	\$13,967,540
Floor Coverings	60	\$54.18	\$1,886,466
Major Appliances ¹²	75	\$221.80	\$7,722,552
Housewares ¹³	65	\$68.70	\$2,391,799
Small Appliances	73	\$26.95	\$938,423
Luggage	54	\$5.60	\$195,049
Telephones and Accessories	62	\$29.65	\$1,032,342
Household Operations			
Child Care	55	\$232.68	\$8,101,132
Lawn and Garden ¹⁴	85	\$378.15	\$13,165,961
Moving/Storage/Freight Express	62	\$33.00	\$1,149,036
Housekeeping Supplies ¹⁵	75	\$580.25	\$20,202,426
Insurance			
Owners and Renters Insurance	79	\$380.28	\$13,240,293
Vehicle Insurance	73	\$1,073.17	\$37,364,440
Life/Other Insurance	77	\$489.23	\$17,033,572
Health Insurance	81	\$1,588.52	\$55,307,616
Personal Care Products ¹⁶	70	\$330.70	\$11,514,004
School Books and Supplies ¹⁷	65	\$78.05	\$2,717,383
Smoking Products	85	\$411.14	\$14,314,763
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	80	\$4,583.78	\$159,593,636
Gasoline and Motor Oil	80	\$1,637.17	\$57,001,482
Vehicle Maintenance and Repairs	71	\$755.67	\$26,310,180
Travel			
Airline Fares	56	\$227.37	\$7,916,476
Lodging on Trips	64	\$262.27	\$9,131,442
Auto/Truck/Van Rental on Trips	53	\$23.02	\$801,357
Food and Drink on Trips	65	\$308.37	\$10,736,680

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.



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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, CDs, tapes, records, needles, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁵**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁶**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁷**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

⁸**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

⁹**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹⁰**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, insulation materials, and materials to finish a basement, for owned homes.

¹¹**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹²**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹³**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁴**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁵**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrapping supplies, postage, and delivery services.

¹⁶**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁷**School Books and Supplies** includes books and supplies for college, elementary school, high school, and preschool.

¹⁸**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.